

BIG CLUB PLANS HOUSEWARMING

University Club To Get Together in New Quarters On Christmas Day.

Members of the University club will get together in a grand housewarming on Christmas day, in celebration of the occupancy of their new quarters in the Martin building at Stanton and Mills streets. If the present plans of the officers of the club do not miscarry.

The members have been assured that the new home will be ready for the big event on Christmas day, and plans are being made by a special committee for one of the greatest gatherings since the club have ever been held in the history of the organization. Announcement of the housewarming was made at a special meeting of the club members held Wednesday night in the Paso Del Norte hotel.

The committee consisting of John P. H. Jones, Tom G. Jones, Percy McChesney and M. H. Hoffman, was appointed by president A. N. Norcor to select furniture for the new quarters, which will be among the most elaborate and up to date in the city. Announcement was also made at the meeting that arrangements will be made for the announcing of the results of the general election at the University headquarters in the Paso Del Norte hotel.

A Dutch lunch will be served at the headquarters on general election night, while all visiting university men among the troops along the border will be welcomed at the club. This housewarming will mark the real beginning of the University club, said Mr. Norcor Thursday afternoon. The club will at last take its proper place in the community.

RAILROAD MEN TEST VITALITAS

El Paso Reports Received at the Vitalitas Demonstration.

Among the hundreds of El Paso people who are finding new health and strength in Vitalitas are many railroad men. Here are extracts of the reports of some of these being made:

C. W. Conland, Section Foreman on the Santa Fe Silver City, N. M.: "I am 61. I now feel young again. Have used Vitalitas for stomach trouble and it put me in fine shape."

Chas. Hubbard, Railroadman, 241 E. Wyoming Street: "I have been suffering from stomach and kidney troubles and heard so much about Vitalitas I decided to try it. It has helped me wonderfully and I gladly recommend it."

J. D. Kelly, Supt. Bridges, S. P.: "Vitalitas has cured my rheumatism. I feel better in every way; have found it an excellent tonic and a powerful reconstructive."

E. T. Pickney, 401 East Rio Grande: "Vitalitas is a blessing for sick folks. My whole family is taking it. What it did for me, it can do for others. Indigestion and nervous debility."

Business people in all walks of life are taking this wonderful product of Nature. There are no mineral waters to equal it. It is recommended and guaranteed for chronic indigestion, rheumatism, nervous debility, liver and kidney ailments. Visit the demonstration and sample Vitalitas free at Kelly & Pollard's Drug Store, Sheldon Hotel.

Also sold by Taylor's Drug Store, Las Cruces; Columbus Drug Store, Columbus; Douglas Drug Store, Douglas; and Busbee Drug Store, El Paso. Ad.

Q-BAN REVIVES COLOR GLANDS

Darkens Gray Hair Naturally.

Q-Ban Hair Color Restorer is no dye, but acts on the roots, making hair and scalp healthy and restoring the color glands of the hair. So if your hair is gray, faded, bleached, prematurely gray, brittle or falling, apply Q-Ban Hair Color Restorer (as directed on bottle), to hair and scalp. In a short time all your gray hair will be restored to an even, delicate, dark shade and entire head of hair will become soft, fluffy, long, thick and of such an even beautiful dark color no one could tell you had applied Q-Ban. Also stops dandruff and falling hair, leaving your hair fascinating and abundant without even a trace of gray. 50 cents for a big bottle at People's Drug Store, Kelly & Pollard, El Paso, Tex. Out-of-town folks supplied by mail—Ad.

"DEAD BEAT'S" DAYS NUMBERED

Head of Protective Association Sounds Doom of Commercial Parasite.

"The 'dead beat' no longer can flourish in El Paso. The 'good fellow' type is less to be trusted than the poor devil who begs for credit with which to buy necessities."

So said W. S. Clayton, president of the Business Men's Protective association, at the ninth annual meeting of the organization held at the chamber of commerce last night.

Credit Records Grow.

"The credit records of the association are growing larger every day, and it is becoming daily more difficult for the 'dead beat' to procure credit from members of the association," said Mr. Clayton. "The records of the association are larger and more comprehensive than ever, and are more valuable than ever to members—although they cost less per member than they ever did. The cost to members is much less than in other cities for the same service."

"The work of the association not only tends to prevent losses by the merchant from the extension of bad credit, but it makes the individual housekeeper more moderate. It teaches her to know that her bills must be paid promptly, if she hopes to obtain credit at other business houses."

70 Inquiries Daily.

Mr. Clayton said the association receives a daily average of 70 inquiries regarding the credit of firms or individuals. He made a plea for more specific information from the members when asking for credit ratings.

H. Y. Ellis, secretary of the organization, read his annual report, and tendered his resignation. Mr. Ellis has been secretary since the association was founded, nine years ago.

Doctors May Join.

Mr. Ellis reported that the automobile necessary dealers, who had organized for the purpose of protecting themselves from those whose credit was not good, had joined the protective association in a body during the year. The Medical society, he said, now is considering joining the association.

At the May meeting of the association, according to his report, action was taken to suppress the many trading stamp and premium schemes then flourishing in the city. Of the nine schemes of this sort then existing not one, so far as is known, is now in operation, he said.

Membership Doubles.

Mr. Ellis reported that the membership of the association had nearly doubled during the year, and that its efficiency had increased greatly.

Edward D. Hodges, business agent of the association, reported the result of a recent trip through east Texas points. The system used by the El Paso association is similar to that used in the larger cities of the eastern part of the state, he reported, but is operated at less expense per member.

Best in Southwest.

"The El Paso Protective association has the best equipped and most modern office in the southwest," said Mr. Hodges. R. E. Thompson, Democratic nominee for state representative from this district, discussed the legal standpoint of the credit question. "Ninety-five percent of the failures which end in the bankrupt courts are due directly to laxity in the extension of credit," he said.

The advantages of the service of the association were outlined in brief talks by Scott White, W. G. Roe and other members.

Candidates for Directors.

A mail vote for new members of the board of directors of the association now is being taken. The following are candidates: Dr. George H. Menzel, W. S. Clayton, F. W. Norton, James A. Wright, George H. Frost, M. A. Warren, C. B. Stevens, Walter M. Butler, A. S. Jacobs, W. G. Roe, J. B. Watson, E. C. Semple, G. P. Putnam, A. H. Swift, Dr. Kelo Smith, W. W. Carroll, J. P. Turner, and W. J. Hale.

AN UNEXPECTED RETORT.

"Where," demanded the female sufferer, "did you get that?" "I got it from the Garden of Eden eating strawberries," she answered.

Then from the gallery, in a timid, hesitating voice came the answer: "He'd be in the Garden of Eden eating strawberries."

MUSKIEVER COLLIDES WITH CAR.

Francisco Lopez, a messenger employed by the Western Union, was knocked from his bicycle Thursday morning by an automobile. Lopez, a number registered in the name of W. M. Laughlin, at San Francisco and El Paso streets, Lopez, according to witnesses of the accident, attempted to pass in front of the car and was knocked to one side, his bicycle being damaged. Lopez, in the opinion of Dr. G. E. Watson, sustained only a few bruises and contusions.

ADS MUST HIT SELF INTEREST

Should Appeal to Universal Instinct, Adclub Is Told in Lecture.

Ad writing as a scientific as well as a literary profession, and many hints to local business and professional men as to how they could improve their present system of advertising, were contained in an illustrated lecture written by Dr. F. A. Wynne, of Dallas, Texas, and read to the members of the El Paso Adclub Wednesday night at the Hotel Sheldon by president A. E. Rowlands.

Stereoscopic slides, each bearing an advertisement which had received national commendation of adult men for its clearness of display and writing, were shown during the lecture read by Mr. Rowlands. The lecture has been read in virtually every city of importance in the state.

Persuasion First Step.

According to the lecture, it is possible to appeal to the human instinct without persuading it. A man may admire a thing and not want it for himself. The successful ad, then, in the opinion of Dr. Wynne, must appeal to the universal instinct, self interest. It is the basis of business in which man exchanges money and credit in the hope of gain. In the exhibition of the slides, the local members of the adclub were enabled to see the value of variations in the art of successful advertising, since the advertisements shown on the slides had been compiled by Dr. Wynne after several months work, and are supposed to be the cream of advertisement writing in this country.

Honesty is Best Policy.

That truth in advertising is the best way to gain the confidence of the public was emphasized in a speech by H. E. McClintock prior to the showing of the stereoscopic views. Mr. McClintock stated that the text of his speech was the obligation of the space seller to the space buyer.

"Advertising as we know it," said Mr. McClintock, "is the buying of space in the printed page, the poster, or the printed display. The idea is to let the public know what you are selling and to gain its confidence by being truthful in every way."

Space Seller Must Insist.

"It is the space seller who has the power to insist that all advertisements be truthful in every degree. He should make certain that the advertisement is a creditable one, and that the firm that purchases the space is absolutely reliable. If everyone would do this, it would be only a short time before the confidence of the public could be gained. The space seller has the right to refuse unreliable firms. He has his credit association back of him."

Continuing, Mr. McClintock stated that he thought that the space seller should put his foot down and insist that nothing but the truth be advertised. He asked that the vigilance committee of the local club also be appointed as a board of censors in order that when an untruthful piece of advertising was seen, it could be taken up with the space seller and the space buyer and either corrected or taken up.

Mr. McClintock stated that his methods are honest and truthful, then he will gain public confidence," said Mr. McClintock.

Two Mediums Turned Down.

President A. E. Rowlands told the club that the vigilance committee had turned down two advertisements. One was in the shape of a large weather thermometer, and of a large book known as "Who Who." The other was a small paper published at Mesilla park by the college students, asking that the club endorse it as an advertising medium.

As the paper is published out of the city the club moved that all advertisements which wish to advertise in it may do so, without incurring any penalty by the club.

President Rowlands also stated that in the future the merchants would be protected by the issue of a card endorsing certain advertisements, and when a business man was approached, the former should know that his scheme had not been endorsed by the club.

LABOR BUREAU DEPUTY HERE.

Robert McKinley, a deputy in the bureau of labor statistics for the state of Texas, arrived in El Paso Thursday morning. Mr. McKinley has been in the bureau since its inception six years ago.

Call 531 for clean coal and a square deal. Southwestern Feed & Fuel Co.—Ad.

Some Orpheum Show

AT THE CRAWFORD
Roshier's Dogs
Morris & Sherwood
The Zoller Trio
Jack Lyons & Co.

Three Shows Daily | Phone 3966
3 p. m. 7:30-9:00.
10c & 20c | 10c, 25c, 35c

CROSSINGS TO BE PROTECTED

Council Orders Railroads To Place Gates or Flagmen at Texas Street.

The city council Thursday morning adopted a resolution ordering that all railroads with crossings on Texas street must place gates or permanent flagmen at the crossings.

This move is part of the "safety first" campaign to prevent accidents and is said to be preliminary to an order which will be made later that the railroads sink their tracks within the city limits.

Contagious Cases.

The city health department reported 27 cases of contagious diseases remaining, four of them infantile paralysis. The department condemned 420 pounds of meat and 80 pounds of fruit and vegetables.

During the week there were eight American births, 12 Mexican, and one negro. Twelve American deaths were reported, and 12 Mexican.

718,000 Pounds of Garbage.

The scavenger department reported 718,000 pounds of garbage hauled an average of 242 pounds to the wagon. The petition of Volney M. Brown for a sewer extension to lots 35 and 39 in block 1 of Cadden Hill addition, was referred to the water and sanitary committee.

The petition of the Troy Steam Laundry company, for an alley light at Texas and Austin streets, was referred to the streets and grades committee.

The petition of the Lawrence Electric company for a permit to put an electric sign on its building at 101 South El Paso street was referred to the council as a whole.

Gaston Petition Referred.

The petition of W. H. Gaston for a permit to erect lumber sheds in block 54, Cotton addition, was referred to the council as a whole.

The Texas company's petition for two 12-foot openings on Mesa avenue and two 12-foot openings on Weimann street for its new service station, was granted.

TEXAS GRAND

Tonight—Thursday
15 to 50 Cents

"Fine Feathers"

A play of the Day!
SPECIAL MATINEE SATURDAY

"45 Minutes From Broadway"

SEAT SALE TODAY
Crawford Theater Box Office
Telephone 3966

WIGWAM THEATER--Today & Tomorrow

Kalem's Great Spectacular Cabaret Novelty,

"MIDNIGHT AT MAXIM'S"

The niftiest, classiest girl show ever presented.
This is a return engagement of last year's biggest hit at the Wigwam

Vaudeville Specialties By

Bert Weston and Dorothy Ozuman
The Cameron Girls

Baroness Irmgard von Rotterthal
Leo Pirnikoff and Ethel Rose

And the Bevy of Girlish Beauties

The Specialties Include

The Maxim Girls in "The Pajama Parade," "The Bon Ton Belles," "The Oriental Maids," "The Novelty Dance and Maxim's Ballet."

WILL DISCUSS NEW LIGHTS

AND LOWER RATES WITH LEA

H. S. Potter, of the El Paso Electric company, will confer tomorrow with Mayor Tom Lea and the city councilmen on the proposition of new lights and lower rates for the city.

A plan for the new street lighting system already has been practically completed. The new "film light," which has been tested and found satisfactory, will be adopted.

This light gives far more radiance than those now in use and is said to be cheaper. In the new street lighting plan the "moonlight schedule" is to be abandoned.

THIS STOPS HAIR FROM FALLING OUT

Ever try to count the dead fallen hairs in your comb and brush? They are nature's advance warning of future baldness and proof that the dangerous little dandruff germ is busy on your scalp.

Dr. Sangerbund, the famous Paris specialist, first discovered that dandruff and falling hair are caused by a microbe. Then came the discovery of the value of the real Parisian Sage (liquid form) in destroying the dandruff germ and promptly preventing the further loss of hair. The effect of only three days' use of Parisian Sage is simply marvelous, and that they can be quickly rid of it and save their hair by using a few ounces of Parisian Sage.

Parisian Sage is sold for not more than 50 cents a large bottle at drug and toilet counters everywhere. It is an ideal, daintily perfumed liquid, free from grease and stickiness, and will surely cause hair to grow soft, lustrous and really seem twice as abundant.

Kelly & Pollard always have a large supply, and guarantee it to you.—Adv.

EDITH STOREY AND ANTONIO MORENO

WILL APPEAR TODAY ONLY

AT THE ALHAMBRA

IN THE DRAMATIC VITAGRAPH PLAY

"A Price for Folly"

TODAY ONLY—DON'T MISS IT

UNIQUE TODAY

AUDREY MUNSON

Starring In

"PURITY"

A Stupendous Art Production, presenting the Famous Model for America's most celebrated painting and statuary in a powerful masterpiece.

Most Beautiful Picture Ever Made

Shows Start—11:00 a. m., 12:30 p. m., 2:00, 3:30, 5:00, 6:30, 8:00, 9:30

ADMISSION—25.

WIGWAM THEATER--Today & Tomorrow

Kalem's Great Spectacular Cabaret Novelty,

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BURGULARS GET BUSY WHILE BIG CIRCUS PARADE PASSES

Two burglaries of El Paso homes occurred during the parade of the circus in the business district Thursday morning. The home of J. W. Larson, at 121 Randolph street, was entered about 10:15 o'clock and the rooms ransacked in an effort to find valuables. An automatic pistol and several articles of wearing apparel were taken.

The home of Miss M. Hadlock at 1295 North El Paso street was entered and jewelry valued at \$50 taken. The list of stolen articles includes a plain gold ring, three gold baby pins, a tie clasp, a watch and a fraternity pin.

TWO BOYS HELD.

Two boys, Harold Brubaker and Tom Shinn, were arrested by the police Wednesday night in an investigation of the theft of a box of gloves from a small store at Myrtle avenue and Walnut street.

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The Rector Girls in "The Vest Number," "A Chinese Fantasy," and "The Eye Promenade."

The Bustanoby Girls in "The Muff Number," "The Donkey Dance," and "The Bathing Revue."

BEVO

El Paso District Distributors

M. ANSA & SONS, Inc.

EL PASO, TEXAS

A Non-Intoxicating Beverage

First shipment to El Paso from the BEVO plant of the Anheuser-Busch Brewing Association, St. Louis, has just arrived.

Bevo will be handled by Soda Fountains, Refreshment Stands, Grocery Stores, etc.

The Demand Is Heavy

Phone or Mail Orders Promptly to

M. ANSA & SONS, Inc.

EL PASO, TEXAS